

# Whiteflash Expanding with New Retail Showroom

HOUSTON, Texas, July 2, 2012 (SEND2PRESS NEWSWIRE) – Whiteflash Inc., internationally acclaimed retailer of ideal diamonds and engagement rings based in Houston, Texas, announced today the opening of a new retail showroom in nearby Sugar Land, Texas. Scheduled to open in August 2012 the showroom located in Sugar Land Town Square ([www.sugarlandtownsquare.com](http://www.sugarlandtownsquare.com)) will provide a more traditional retail experience to a rapidly growing number of local Whiteflash customers.

Even after winning the 2012 Better Business Bureau's Pinnacle Award for the best retail jeweler in the greater Houston area, Whiteflash is still best known for its expertise in e-commerce. Since the company's inception in 2000 e-commerce has been their primary marketing channel and the website [www.whiteflash.com](http://www.whiteflash.com) has been hailed by Kiplinger's magazine as "Lord of the Online Rings". Their **A CUT ABOVE®** Super Ideal Diamonds are sought after by diamond connoisseurs around the globe. But the reality is that Whiteflash has been quietly serving local customers for over twelve years and has gained the largest number of local reviews of any jeweler in the fourth largest city in America.

In the words of Bryan Boyne G.G., Vice president of Whiteflash, "We are located in one of the premier jewelry markets in America and our strong internet presence is attracting an increasing stream of local customers. The new showroom will help us better serve this significant market, while at the same time we will continue to focus on the things that have brought us success in the national and international markets."

Although a separate municipality, Sugar Land is located a mere 15 minutes southwest of current Whiteflash headquarters in Houston. Chief Operating Officer Eliezer Eber who has spearheaded the project expressed his outlook this way: "Sugar Land is one of the highest quality and fastest growing communities in Texas. This demographic is a perfect match for our expertise in top quality diamonds and designer engagement rings. Providing an exciting new venue for customers to physically see and feel the quality of our products will enhance our business in very important ways."

Debi Wexler, CEO of Whiteflash is bullish on the business and on Sugar Land. "Sugar Land Town Square is a beautiful complex and I'm very excited that it will be the new home for Whiteflash. The showroom will enable us to evolve an important area of our business by providing an intimate venue for our jewelry designer partners. The project as a whole will enable us to take the business to new levels."

Located across from Sugar Land City Hall and the Marriott Hotel and Conference Center, the Whiteflash showroom at 2150 Town Square Place, Suite 330 will be open to the public weekdays from 10 a.m. to 5 p.m. starting in August.

**About Whiteflash:**

Whiteflash is a full scale jeweler specializing in Ideal Diamonds, Engagement Rings and Fine Bridal Jewelry. Their **A CUT ABOVE® Super Ideal Diamonds** are considered by trade experts and diamond connoisseurs to be among the finest in the world.

The award winning Whiteflash.com website, described by Kiplinger's Magazine as the "Lord of the Online Rings" enables shoppers the world over to view, compare and purchase top quality diamonds, engagement rings and fine jewelry in a convenient and secure environment.

Whiteflash is the first jewelry retailer in the world to attain **ISO 9001 certification** for total quality management and is the **2012 winner of the Better Business Bureau's Pinnacle Award** for the best retail jeweler in the greater Houston area.

For more information, log onto <http://www.whiteflash.com> or call toll free 877-612-6770.

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